

# Pollution Prevention Practices For Green Events!



[www.deq.virginia.gov/p2/viriniagreen/events.html](http://www.deq.virginia.gov/p2/viriniagreen/events.html)

“Events” are a major contributor to Virginia’s tourism industry. Like other tourist attractions, events can be thoughtfully planned in order to minimize environmental impacts and help increase environmental awareness. “Greening” your event helps set a great example to your participants and will cast a positive light on your sponsors. Moreover, all of your participants will appreciate your efforts and will hopefully return for the next green event!

**How To Become a *Virginia Green Event*?** Simply fill this out this checklist and mail/fax/email it into the Virginia DEQ at the addresses below. If you are doing the core activities, then **you qualify** as a *Virginia Green Event*. There is no inspection or other verification required. *Virginia Green* relies upon “self-certification”, but also assumes that your customers will help to keep you honest!



We will take all of the information that you provide here, and prepare a “**Virginia Green Profile**” on your *Green Event*. This profile will appear on the *Virginia Green* website ([www.deq.virginia.gov/p2/Viriniagreen](http://www.deq.virginia.gov/p2/Viriniagreen)) and be searchable through other affiliated tourism websites. Potentially interested participants will view this profile and be able to see “how green” your event is!

**Core Activities.** There are minimum expectations for all organizations that are part of *Virginia Green*. Essentially, event planners are committing to do what they can to minimize environmental impacts and set a good example. However, to qualify as a *Virginia Green Event*, you must address **ALL** of the “**Core Activities**”. We can have some flexibility with these criteria, however, so please feel free to contact us or include an explanation if for some reason you are unable to fully implement any of these items.

Simply mark **(X)** the green activities that you are practicing at your event:

- ☐ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
- ☐ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.
- ☐ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!
- ☐ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. See below for more details.
- ☐ **Green Signage.** Event planners must commit to **tell their participants about how green** the event is. Event signage should include the *Virginia Green* logo and list all “green activities” practiced in the planning and operation of the event.
- ☐ **Your Green Statement.** Why Are You “Greening” Your Event? (This will be used in the description of your event that will be in your profile. Please be brief.) \_\_\_\_\_

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**There are Lots of Other Great Ideas!** Please tell us more about the great things you're doing for your event. **All of the information that you provide will be included in your Virginia Green Event Profile, which will appear on the Virginia Green website.**

The following references will provide a full list of ideas that reduce wastes and impact:

- Virginia Green Attractions [www.deq.virginia.gov/p2/virginiagreen/attractions.html](http://www.deq.virginia.gov/p2/virginiagreen/attractions.html)
- Green Event Planning [www.deq.virginia.gov/p2/lodging/eventplanning.html](http://www.deq.virginia.gov/p2/lodging/eventplanning.html).

Below is an abbreviated list of activities that you may or may not be doing for your event. **Simply mark (X) next to any of the techniques that apply to your facility**, and please list out additional things that you are doing! Or feel free to send us a list of items in your own words!

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**Event Recycling** For the public, recycling is the most visible sign of your environmental commitment. Recycling bins should be plentiful, well-marked, and offered everywhere that regular trash cans are. Signage should indicate what is recyclable at your event:

- ☐ Aluminum Cans
- ☐ Plastic Bottles
- ☐ Glass Bottles
- ☐ Paper
- ☐ Cardboard
- ☐ Composting of food & other compostable items
- ☐ Other recycling details? \_\_\_\_\_

**No Styrofoam** There is now a wide variety of bio-based products that can be used in place of Styrofoam. See examples: [www.worldcentric.org/bio/bagasse.htm](http://www.worldcentric.org/bio/bagasse.htm) & [www.ecoproducts.com](http://www.ecoproducts.com)

- ☐ Disposable cups, containers, and cutlery:
  - ☐ bio-based materials
  - ☐ recyclable
  - ☐ recycled content
  - ☐ compostable
- ☐ Other details? \_\_\_\_\_

**Printed Materials** Printed materials are another area where you can easily display your environmental commitment. See [www.epa.gov/greeningepa/practices/greenprinting.htm](http://www.epa.gov/greeningepa/practices/greenprinting.htm)

- ☐ Use electronic registration, correspondence and forms
- ☐ Print brochures and other printed items on recycled content paper ☐ use soy-based inks ☐ and all 2-sided copying ☐.
- ☐ Purchase/use all paper products with high recycled-content
- ☐ Other details? \_\_\_\_\_

## **Waste Reduction**

- ☐ Choose a **location/venue** that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting. Again, for specific examples of "green amenities", please refer to the guidance on Attractions ([www.deq.virginia.gov/p2/virginiagreen/attractions](http://www.deq.virginia.gov/p2/virginiagreen/attractions)).

☐ Please provide any "green details" on your venue: \_\_\_\_\_

- ☐ Contract for environmentally-friendly, portable restrooms (ex: [www.polyportables.com/products.asp](http://www.polyportables.com/products.asp))
  - ☐ Encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
  - ☐ Encourage the use of mass-transit and/or carpooling to your event.
  - ☐ Purchase "Green Tags" or "Carbon Offsets" to offset the additional energy and/or environmental impacts resulting from your event (see [www.green-e.org](http://www.green-e.org) or [www.carbonfunc.org](http://www.carbonfunc.org))
  - ☐ Serve food items that are sustainable ☐ organic ☐ or locally-grown ☐ (see [www.sustainabletable.org](http://www.sustainabletable.org))
  - ☐ Use non-bleached napkins or maintain a supply of cloth napkins.
  - ☐ Serve water in pitchers and glassware instead of bottles or consider bulk sodas, etc.
  - ☐ Avoid box lunches – trays/platters of food are much less wasteful.
  - ☐ Other details on waste reduction activities? \_\_\_\_\_
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**Green Signage** It is important to tell the public about the many great things you've done behind the scenes to reduce your event's environmental impact. Here are some good ideas:

- \_\_\_ Post a web-link to the Virginia Green Events webpage
- \_\_\_ Create a green event section on your event's webpage highlighting all of your green activities
- \_\_\_ Post signs at registration which lists all of your green activities
- \_\_\_ Use the Virginia Green logo on signs and at recycling centers
- \_\_\_ Try to quantify your greening efforts and post estimates of your reduced impacts (you could use some sort of pollution calculator, such as [www.cleanerandgreener.org/resources/pollutioncalculator.htm](http://www.cleanerandgreener.org/resources/pollutioncalculator.htm))
- \_\_\_ Other details? \_\_\_\_\_

***In Your Own Words – Feel Free to Share Any Other Details***

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**Here are some resources for specific types of green events:**

- Running - <http://runnersworld-greenteam.com/>
- Conferences & Meetings - <http://www.bluegreenmeetings.org/Links.htm>
- Green Festivals - <http://greenfestivals.org/>
- Green Weddings - <http://www.greenweddings.net/>

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***Please provide the following information:***

Event Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Website: \_\_\_\_\_  
E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

**Additional Information :**

- Logos and 2 pictures – please email them to us with your applications.
- Brief Description of Event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**Complete this checklist and send it to us at the address below or fax/email it.**

Tom Griffin, Virginia Green Coordinator  
Virginia DEQ Office of Pollution Prevention  
PO Box 1105 Richmond, VA 23218-1105  
phone 804-698-4545 ; email: [rtgriffin@deq.virginia.gov](mailto:rtgriffin@deq.virginia.gov)  
fax 804-698-4533

[www.deq.virginia.gov/p2/viriniagreen/events.html](http://www.deq.virginia.gov/p2/viriniagreen/events.html)

Your information will be added to the **Virginia Green** website under the **Green Events** category. We will send you a certificate for display at your facility, and several **Virginia Green** window decals. We encourage you to use the **Virginia Green** logo on all printed materials, signage, websites, and other event materials. Thank you for voluntarily committing to minimize your impact on the environment!!

**Virginia Green** is a partnership program supported by

